

**Subject:** RE: Public Art implementation plan and Retail pop-up plan  
**From:** Nick Griffin </O=EXCHANGELABS/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=B0E600226AC647E7AF61B0D6034CEED6-NGRIFFIN>  
**Date:** 07/31/2017 06:20 PM  
**To:** Carmen Zella <carmen@nowartla.org>, Marie Rumsey <mrumsy@ccala.org>

I'm happy to discuss and my schedule is fairly flexible the rest of this week and next Monday and Tuesday, then I'll be away on vacation for a few weeks starting Wednesday the 9<sup>th</sup>.

**From:** Carmen Zella [mailto:carmen@nowartla.org]  
**Sent:** Monday, July 31, 2017 12:44 PM  
**To:** Marie Rumsey <mrumsy@ccala.org>; Nick Griffin <ngriffin@downtownla.com>  
**Subject:** Public Art implementation plan and Retail pop-up plan

Hello Marie,

We had a great meeting with Nick to discuss the Retail pop-up plan merging with the Public Art plan - at least on the backend - and sharing the same database and integration.

The pop-up plan can facilitate the cultural projects that have a ticketed or revenue generating model to them.

As both are DTLA wide, I wanted to discuss the bigger picture. Since the retail pop-up is being driven by DCBID, I want to arrange how we can platform.

I wanted to loop you into this conversation.

Maybe we can jump on a call to discuss?

From our conversation we walked through a kind of 'system scenario' Interested Applicant's steps and think that there is a large aspect that can be automatized, but certainly there will need to be more intimate oversight during the preliminary roll-out.

Looking forward to touching base.

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**Carmen Zella**

**NOW Art LA**

*Founder, Public Art Curator & Creative Producer*

[nowartla.org](http://nowartla.org)

c.310.406.5055